Press Release

Cipla Announces Launch of Hepcvir-L for Chronic Hepatitis C Genotype 1 Patients

Mumbai, December 21, 2015: Cipla Ltd, a global pharmaceutical company which uses cutting edge technology and innovation to meet the everyday needs of all patients, today announced the launch of generic drug Ledipasvir-Sofosbuvir in India under the brand name Hepcvir-L. Hepcvir-L is the first once-a-day, fixed-dose oral combination therapy that has been approved for chronic hepatitis C genotype 1 patients.
The introduction of the Ledipasvir-Sofosbuvir fixed-dose oral combination thereby provides a new interferon and ribavirin-free treatment option to patients and is a powerful weapon to fight against genotype 1 hepatitis C virus.

Commenting on the launch of Ledipasvir-Sofosbuvir, Mr. Subhanu Saxena, MD & Global CEO, Cipla Limited said, "Cipla has always tried to provide best-in-class affordable medicines to patients and the launch of Ledipasvir-Sofosbuvir is a further step to facilitate the optimal treatment for patients suffering from genotype 1 hepatitis C virus."

Globally, the burden of Hepatitis C is around 185 million. About 12-18 million Indians are infected with this disease. It has been observed that 3 out of 4 Hepatitis C affected people are unaware of the infection as this disease does not have any specific symptoms.

In order to create awareness among the population and to cater to existing patients, Cipla has launched an initiative ACT-C (A=Awareness, C= Counselling, T = Treatment of Hepatitis –C) which is a patient support programme. This helps to create awareness of Hepatitis C and to reach out to those affected patients. Cipla has also launched a website www.act-c.in which is a one stop solution for all the information on Hepatitis C.

About Cipla Limited

Cipla is a global pharmaceutical company which uses cutting edge technology and innovation to meet the everyday needs of all patients. For 80 years, Cipla has emerged as one of the most respected pharmaceutical names in India as well as across more than 150 countries. Our portfolio includes 1500 plus products across therapeutic categories with one quality standard globally.
Whilst delivering a long-term sustainable business, Cipla recognises its duty to provide affordable medicines. Cipla's emphasis on access for patients was recognized globally for the pioneering role played in HIV/AIDS treatment as the first pharmaceutical company to provide a triple combination anti-retroviral (ARV) in Africa at less than one dollar a day and thereby treating many millions of patients since 2001.
Cipla's research and development focuses on developing innovative products and drug delivery systems.

Notes to the Editor:

About Hepatitis C:

Untreated chronic hepatitis C increases the risk of cirrhosis of liver, liver failure and liver cancer. In India alone, it is estimated that 12-18 million patients are infected with hepatitis C which is several fold greater than those with HIV/AIDS. Globally, HCV is implicated in 28% of cases of liver cirrhosis and 26% of cases of liver cancer, which accounts for almost 500,000 deaths per year.

About The Therapy:

The recommended dosage of oral Ledipasvir-Sofosbuvir (90/400 mg) is one tablet once daily with or without food. Treatment–naïve patients with chronic HCV genotype 1 with or without cirrhosis should be administered the Ledipasvir-Sofosbuvir FDC for 12 weeks. Patients who are treatment- experienced should be treated with Ledipasvir-Sofosbuvir FDC for 12-24 weeks based on the absence or presence of cirrhosis respectively. The Ledipasvir-Sofosbuvir FDC is one of the guideline recommended treatment options for chronic hepatitis C in treatment-naïve and -experienced HCV genotype 1 patients.

The Ledipasvir- Sofosbuvir FDC has shown excellent efficacy with a SVR12 rates of 99% in treatment-naïve patients, 94–99% in treatment experienced non-cirrhotic patients, while in cirrhotic patients SVR12 rates were 86–99% at the end of 12 weeks after treatment. It has also produced very good results in different subgroups of patients regardless of patient's ethnicity or host genetic factors. The combination therapy was well tolerated as shown in various studies.

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